

## Message Text

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PAGE 01     SEOUL 10104 220910Z  
ACTION EA-09

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R 220754Z DEC 76  
FM AMEMBASSY SEOUL  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1175  
AMCONSUL HONG KONG  
AMEMBASSY TAIPEI  
AMEMBASSY MANILA  
AMCONSUL SYDNEY  
AMEMBASSY SINGAPORE

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E.O. 11652: N/A  
TAGS: BEXP, KS  
SUBJECT: FY '78 PROMOTION SCHEDULE FOR EAST ASIA

REF: (A) USDOC 02189, (B) SEOUL 6256, (C) USDOC 13044,  
(D) SEOUL 2840, (E) SEOUL 10103

SUMMARY: POST PLEASED AT INCLUSION IN FY-78 REVISED  
SCHEDULE OF THE TRADE FAIR SOLO FOR ELECTRONICS  
COMPONENTS PRODUCTION AND TEST EQUIPMENT IN APRIL, 1978  
AND THE BUILDING EQUIPMENT AND SUPPLIES CATALOG SHOW  
FOR JANUARY, 1978, AS OUTLINED IN REF (A). POST IS  
URGENTLY IN NEED OF ADDITIONAL SUPPORT FOR FY '78 CCP  
PROGRAM AND THE SEOUL TRADE CENTER. END SUMMARY.

1. WE URGE COMMERCE TO RECONSIDER THE FY '78 PROMITION  
SCHEDULE TO DEVOTE MORE EMPHASIS AND SUPPORT FOR KOREA  
ACTIVITIES. THIS COUNTRY IS CONSISTENTLY FIRST IN  
REAL GROWTH TERMS AMONG ASIAN NATIONS, AND IF THE U.S.  
IS TO CONTINUE TO DOMINATE AS KOREA'S NUMBER ONE  
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TRADING PARTNER, MORE SUPPORT IS ESSENTIAL. THIRD  
COUNTRIES SUCH AS THE U.K., WEST GERMANY, FRANCE, AS  
WELL AS JAPAN, ARE INCREASING THEIR EFFORTS AND MAKING  
INROADS INTO OUR TRADITIONAL AND NATURAL AREAS OF PRO-  
DUCT DOMINANCE. ADDITIONALLY, WITH THE ADVENT OF  
KOREA'S FOURTH FIVE YEAR PLAN AND THE REAL POSSIBILITIES

INVOLVED AS THIS COUNTRY GROWS FROM EMERGENT MARKET STATUS TO ONE OF INDUSTRIALIZED, THE U.S. WILL LOSE OUT ON MANY OPPORTUNITIES UNLESS CONSIDERABLE TRADE PROMOTION EFFORT IS EXPENDED.

2. WE SUGGEST THE ENERGY SYSTEMS TECHNICAL SEMINAR, FOOD PROCESSING AND PACKAGING TSS, MEDICAL EQUIPMENT EXHIBITION, PLASTIC PRODUCTION EQUIPMENT SHOW, AND COMPUTERS AND RELATED EQUIPMENT EXHIBITION, ALL SLATED FOR FAR EAST POSTS DURING FY '78, BE INCLUDED IN THE SEOUL PROMOTION SCHEDULE. THE ADDED EXPENSE AND EFFORT BY COMMERCE WOULD CERTAINLY BE MINIMAL, COMPARED TO PRESENT AND FUTURE SALES POTENTIAL IN KOREA.

3. POST IS DISAPPOINTED KOREA HAS ONLY TWO COMMERCE SUPPORTED EVENTS CONSIDERING THAT OUR FOREIGN POLICY OBJECTIVES IN KOREA ARE OF MAJOR IMPORTANCE. KOREA'S REAL GROWTH RATE OF ABOUT 10 PERCENT YEARLY, EXPORTS OF SOME \$7.5 BILLION IN 1976, IMPORTS IN EXCESS OF \$8 BILLION AND THE U.S. 26 PERCENT MARKET SHARE IN 1975, WOULD ALL LEAD TO A CONCLUSION THAT THE KOREA MARKET IS NOT ONLY IMPORTANT NOW BUT WILL HAVE EVEN MORE IMPORTANCE IN THE COMING YEARS. THE U.S. WILL ONLY MAINTAIN ITS POSITION HERE AND SHARE IN THIS INCREASINGLY DYNAMIC ECONOMY IF WE ARE WILLING TO EXPEND THE NECESSARY RESOURCES IN A WELL ROUNDED TRADE PROMOTION PROGRAM. IT IS NOT REALISTIC THAT THE PALE PROGRAM PROPOSED IN REF. (A) MEETS EITHER THE NEED NOR THE CHALLENGE OF KOREA.

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4. THE SEOUL TRADE CENTER IN 1976 HAD ONLY MINIMAL WASHINGTON SUPPORT, BUT THROUGH THE EFFORTS OF THIS EMBASSY 62 SEPARATE EVENTS WERE HELD WHICH RESULTED IN 22,596 VISITORS WHO PURCHASED \$6.2 MILLION IN OFF THE FLOOR SALES AND PROJECTED SALES OF \$74.3 MILLION. THIS IS OVER TWICE THE NUMBER OF VISITORS, SALES AND PROJECTED SALES OF THE PREVIOUS YEAR. ALL ELEMENTS OF THE EMBASSY CONTRIBUTED TO THIS OUTSTANDING RECORD, BUT RESOURCES WERE STRETCHED TO THE MAXIMUM. SUBSTANTIAL ADDITIONAL WASHINGTON SUPPORT WILL BE NEEDED TO MAINTAIN THE SEOUL TRADE CENTER BEYOND THE CURRENT FISCAL YEAR. DURING 1976 THERE WERE FOUR COMMERCE SUPPORTED EVENTS, IN 1977 THERE ARE THREE SCHEDULED, AND IN 1978 ONLY TWO. THIS DOES NOT PORTEND WELL FOR EITHER THE FUTURE OF THE SEOUL TRADE CENTER NOR THE LEVEL OF PRIORITY EVIDENTLY ASSIGNED BY WASHINGTON TO KOREA.

5. WASHINGTON COMMENTS, SUGGESTIONS, AND ADVICE ARE  
REQUESTED.  
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